



# City of Las Vegas

1700 N. Grand Avenue | Las Vegas, NM 87701 | T 505.454.1401 | [lasvegasnm.gov](http://lasvegasnm.gov)

**Mayor Louie A. Trujillo**

**CITY OF LAS VEGAS  
Lodgers Tax Advisory Board Regular Meeting  
July 13, 2021 at 2:00 pm  
1700 N. Grand Avenue Las Vegas NM 87701  
City Council Chambers**

The public is invited to submit written comments for public input prior to the meeting. Written comments should be submitted no later than 10:00 am on July 13th, addressed via email to Christina Baca [cbaca@lasvegasnm.gov](mailto:cbaca@lasvegasnm.gov) or dropped off to Christina Baca at City Hall 1700 N. Grand Ave.

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## **AGENDA**

*Lodgers Tax Meetings are  
Available via YouTube*

[https://www.youtube.com/channel/UCNGDVGRRAL0qVevel5JYeRw?view\\_as=subscriber](https://www.youtube.com/channel/UCNGDVGRRAL0qVevel5JYeRw?view_as=subscriber)

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF AGENDA**
- IV. PUBLIC INPUT (3 MINUTES)**
- V. APPROVAL OF MINUTES**

5/26/2021

- VI. FINANCE REPORT**

**Bill Hendrickson- Finance report from July 2020 to June 2021**

- VII. BUSINESS ITEMS**

- 1. APPROVAL OF MODIFYING EVENT MARKETING FUNDING CAP**
  - 2. REVIEW PROJECT UPDATES**
  - 3. TRANSFERRING HERMIT'S PEAK WATERSHED ALLIANCE \$19,000 TO COMMUNITY DEVELOPMENT.**

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David Ulibarri  
Councilor Ward 1

Michael L. Montoya  
Councilor Ward 2

Elaine Rodriguez  
Councilor Ward 3

David G. Romero  
Councilor Ward 4



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### VIII. DISCUSSION ITEMS

1. MARKETING PLAN
2. STATS ON MARKETING AND MEDIA (VIRGINIA MARRUJO)
3. VISITOR GUIDE (PRINT/ DIGITAL)

### IX. ADJOURNMENT

**ATTENTION PERSONS ATTENDING FOR PUBLIC INPUT:** BY ATTENDING THE MEETING, you consent to photography, audio recording, video recording and it's/their use for inclusion on the City of Las Vegas website and to be broadcast on YouTube.

**ATTENTION PERSONS WITH DISABILITIES:** The meeting room and facilities are accessible to persons with mobility disabilities. If you plan to attend the meeting and will need an auxiliary aid or service, please contact the City Clerk's Office prior to the meeting so that arrangements may be made.

**NOTE:** A final agenda will be posted 72 hours prior to the meeting. Copies of the Agenda may be obtained from City Hall, Christina Baca at 1700 N. Grand Avenue , Las Vegas, NM 87701 or the City's website at [www.lasvegasnm.gov](http://www.lasvegasnm.gov)